

**Main Street Minutes  
Called Meeting  
February 2, 2018  
8:00 – 9:00 a.m.**

**Members Present:**        Cam Williams        Jolene Dinger        Cathy Cochran  
                                 Vicki Turner        Pasty Gullett        Mike Hofrichter

**Members Absent:**        Len Gough        Glenn Gresham        Abby Bradley

**Ex-Officio Members Present:**        Brian Wismer        Carlota Ungaro

**Ex-Officio Members Absent:**        Ray Gibson

**Staff Present:**        Joyce Waits        Julie Herbert        Mike Bush

**Staff Absent:**

**Call To Order:**

Williams called the February 2,2018 meeting to order.

**Consider bids for Southern Ground Amphitheater site work and landscape construction.**

Wismer presented the final drawing to the board and stated that currently, the lawn area accommodates about 300 people. After construction, the lawn will hold about 225. Wismer also stated that there will be 15 new round tables that will seat 8. There will also be a VIP lounge built as well. Wismer stated that he looked at making the new design ADA accessible; however, it is not feasible at this time. The construction should be completed in 30 – 60 days.

Williams stated that the low bid came in from Ameriscape, who is also the same contractor that did the improvements last year. The budget for this construction is approximately \$143,115.00. Motion by Cochran and seconded by Hofrichter to accept bid from Ameriscape.

Wismer also stated that with the new seating being elevated, those that are standing on the lawn will not block the view of those at the table. Wismer also stated that new this year will be the addition of the projection screen. Wismer presented the color brochure that details the new area and information about the Sponsor program. Turner asked what type of advertising has been done to promote the

Sponsor program. Wismer stated that he has enlisted someone to help get new Sponsors for the upper deck seating.

Wismer stated that a separate letter will go out to the Series Ticket Holders advising them that other tables are available.

Wismer also stated that new chairs have been ordered and Zac Brown will pay for the chairs out of the sponsorship.

### **Consider options for new Main Street Fayetteville logo**

Wismer presented a power point presentation of each of the Main Street logos. After reviewing the logos, the board feels that the logo needs to be redesigned. Gullet stated that their needs to be more old with the new. Turner asked that all of the logos that were created be sent to the board so that they could review all of them; not just the ones that were presented.

Ungaro arrived.

Ungaro suggested that Main Street put together a sub-committee and meet with Malt Maker Media and give them ideas for the new logo and then present to the entire board.

Williams also stated that it would be a good idea to invite Malt Maker Media to the Strategic Planning meeting. Wismer will schedule a sub-committee meeting as soon as possible. Sub-committee will consist of the following board members. Vicki Turner; Patsy Gullett; Abby Bradley, Glenn Gresham. Motion by Gullett and seconded by Turner to table the logo and commission the sub-committee to meet with Malt Maker Media and give input to design the new logo. Motion carried unanimously.

### **Select date for Strategic Planning Meeting:**

Wismer stated that the date for the Strategic Planning Meeting is scheduled for March 21, 2018.

### **Open Discussion:**

The board discussed the recently unveiled Downtown Master Plan and their enthusiasm for the project. Hofrichter stated that as a business owner, he is very excited and feels that the City is ready.

Gibson would like Main Street Board to be involved with some of the design elements for City Hall, etc. Turner asked if Main Street would remain at the Historic Courthouse after City Hall is built. Wismer stated that a decision has not been made at this time.

Gibson stated that Poole is no longer with the City.

Gullet stated that it is good to have City more involved, and also to see more people in the Downtown area.

Cochran stated that it would be a good idea to have incentives for City employees to volunteer at events; be more involved.

Turner stated that it would be a good idea to have Main Street on the agenda occasionally to present at the City Council meeting.

Wismer stated that on March 1, the new City website will be launched. The City will also be giving a bi-weekly report, as well as the City newsletter.

Wismer stated that he will be presenting Main Street's assessment for 2017 to DCA on February 15 and stated that DCA would like for at least one person from the board to be present along with Wismer. If anyone is interested, please email Wismer.

Gibson stated that the Mayor would like to have a large event sometime in September in the Downtown Fayetteville in order to bring more people to the Downtown area. Ungaro stated that she would speak to Gibson and give him some ideas.

Hofrichter left the meeting.

### **Adjourn**

Motion by Dingler and seconded by Cochran to adjourn the Called Meeting.

Respectively submitted,

Joyce Waits